

OUR DISTINGUISHED SPEAKERS



Jeffrey S. Baird, Esq. is Chairman of the Health Care Group at Brown & Fortunato, P.C., a law firm based in Amarillo, Texas. Mr. Baird represents HME companies, pharmacies and other health care providers throughout the United States. He works closely with governmental agencies. Mr. Baird has authored numerous articles and is a frequent lecturer throughout the country. He is Board Certified in Health Law by the Texas Board of Legal Specialization. Mr. Baird earned a B.B.A. from the University of Iowa and received his law degree from the University of Tulsa College of Law.



Mary Ellen Conway is a nurse health care consultant with over 25 years expertise in management throughout the health care continuum. As the President of Capital Healthcare Group, LLC, she is known for her special expertise in operations and regulatory issues in home health, hospice, medical equipment and accreditation. Ms. Conway has been qualified as a legal expert in home health and has served on

the faculty of both Georgetown University and Catholic University's Schools of Nursing. She is a nationally recognized health care speaker and author.



Wayne Grau - Wayne started his career with Pride Mobility in 1991 as an area manager for the Southwest region. In 2002 Wayne took over the Senior Area Manager position in charge of growing mobility products and Rehab product lines for the New England area. Wayne was promoted to Director of Rehab Industry Affairs, as manager in charge of coordinating efforts to support rehab providers in regards to legislation and regulatory issues. After a brief leave of absence from the industry (working on a congressional campaign), Wayne returned to the industry by accepting the Sales Team Leader position with the MED Group.

THE MEDGROUP IS A
NEMED ASSOCIATE MEMBER!

NEMED
515 Kempton Street
New Bedford, MA 02740

The New England Medical Equipment Dealers Association (NEMED) was incorporated in 1988. NEMED's broad membership throughout the six New England states works together to support the common goals and interests of the Assistive Technology, Home Medical Equipment, Home Infusion Therapy, and Respiratory industry, and to influence how our industry is viewed and reimbursed in New England.



WINTER MEMBERSHIP MEETING

Holiday Inn
Boxborough, MA
March 18, 2010

DMEPOS BUSINESS ESSENTIALS IN 2010:
From managing your accreditation requirements to adding new product lines - what every HME company needs to know

Mary Ellen Conway
Capital Healthcare Group



THE HME COMPANY'S MOST IMPORTANT
PROFIT CENTER - A COMPLIANCE PROGRAM

Jeffrey Baird, Esq.
Brown & Fortunato

WHO SHOULD ATTEND

- Presidents/CEOs
- Operations/upper management
- Sales & marketing professionals

REGISTER BEFORE MARCH 11th AND SAVE!

Registration fee: Non-member \$300.00 NEMED member: \$200.00
 Add'l attendees: Non-member \$300.00 NEMED member: \$ 75.00

After March 11th

Non-member: \$375.00 NEMED member: \$275.00

Registration fee includes: all sessions, handouts, continental breakfast, lunch and all refreshment breaks. To register, complete the information requested below by March 11, 2010. Mail (or fax to 508-993-3141) completed form with full payment to New England Medical Equipment Dealers, 515 Kempton Street, New Bedford, MA 02740.

SORRY— NO REFUNDS AFTER MARCH 16TH.
 COMPANY NAME (please print clearly)

TELEPHONE #: _____

REGISTRANT NAMES (please print clearly)	FEES
_____	\$ _____
_____	\$ _____
_____	\$ _____
TOTAL	\$ _____

Afternoon sessions -please check session you will attend

- BUSINESS ESSENTIALS COMPLIANCE PROGRAM

STATE BREAKOUT (indicate which State) _____

PAYMENT METHOD: CHECK VISA M/C AMEX

Card #: _____

Exp. Date: _____ CSC# _____

Street Address: _____

Zip Code: _____

Signature : _____

Email: _____

PROGRAM

7:15 a.m. – 8:15 a.m.
 Registration/Continental Breakfast/Vendor Exhibits

8:15 a.m. - 8:30 a.m.
 President's Welcome
 Tamme Dustin, Herron & Smith

8:30 a.m. - 10:00 a.m.
 Legislative Update
 Wayne Grau , The Med Group

This session will provide participants with recent and timely government updates – and what they mean for the DME industry. Topics will include current health care reform discussions, as well as the following hot topics:

- The DME Competitive Bidding Program
- The oxygen cap
- Oxygen Reform efforts
- The 9.5% payment reduction for complex rehab
- Ensuring that the first-month purchase option for power wheelchairs is NOT eliminated

10:00 a.m.—11:00 a.m.
 Break / Associate Member Exhibits

11:00 a.m.—Noon
 Internet Leads, Consignment Closets, RAC Audits and Other Hot Button Topics Facing HME Companies
 Jeffrey Baird, Esq., Brown & Fortunato

The "Perfect Storm," "The Wizard of Oz," and "The Da Vinci Code." What do these movies have in common with the HME industry? Well . . . with competitive bidding, health care reform coming down the pike, reimbursement cuts, and regulatory changes, the industry is caught in a "perfect storm." These changes are as easy to decipher as the Da Vinci Code. To quote Dorothy: "We are not in Kansas anymore." In our rapidly accelerating world, "knowledge is power." This program will discuss the hot button topics facing HME companies today: recent CMS guidance on consignment closets, purchase of internet leads, responding to RAC audits, the Red Flag Rules, marketing and joint ventures, and post-cap oxygen rules. The speaker will give practical, "hands-on" advice on how to successfully (and within the law) handle the many regulatory changes facing the industry.

Noon-1:00 p.m.
 State Breakouts & Lunch

1:00 p.m.-1:30 p.m.
 Dessert with our Associate Members

1:45 p.m. - 3:30 p.m.
DMEPOS BUSINESS ESSENTIALS IN 2010:
 From managing your accreditation requirements to adding new product lines- what every HME company needs to know
 Mary Ellen Conway, Capital Healthcare Group

What is the savvy HME supplier doing to manage and expand business this year? What is involved with offering e-commerce and additional retail sales? Are there new products or services you should consider adding? Will they fit into your currently accredited product line? Bring your questions, review the opportunities available and consider your options!

1:45 p.m. - 3:30 p.m.

THE HME COMPANY'S MOST IMPORTANT PROFIT CENTER - A COMPLIANCE PROGRAM
 Jeffrey Baird, Esq., Brown & Fortunato

A compliance program is not boring . . . nor something dreamed up by starving attorneys. It is the HME company's most important profit center. The successful HME company has several profit centers: marketing to physicians, direct-to-consumer marketing, cash sales, etc. However, the most important profit center . . . the one that allows the company to keep its hard-earned money (as opposed to repaying the money, times three, to the government) is a successful compliance program. Mr. Baird will lay out, in a "nuts and bolts" fashion, how to create and implement a successful compliance program. In particular, Mr. Baird will discuss how a compliance program can prevent problems from occurring in the first place, and how to successfully resolve the problems that do arise.

- Attendees will receive a CCP template "Table of Contents" to inform them what needs to be in their CCP.
- Mr. Baird will outline the steps that need to be followed for a fully effective CCP.
- Discount available to NEMED members to prepare and implement their CCP.



DIRECTIONS TO THE HOLIDAY INN
 242 Adams Place, Boxborough, MA 01719
 978-263-8701

From Cape Cod, South Shore and Rhode Island:

- Route 3 North to Route 95 South to Route 495 North
- Route 295 North to Route 495 North. From Route 495, take Exit 28 to Route 111, turn left off the ramp, take first road on the right (Adams Place)

From New Hampshire, Maine and Northern Mass:

- Route 3 South to Route 495 South
- Route 93 South to 495 South
- Route 95 South to Route 495 South
- From Route 495, take Exit 28 to Rte 111, turn right off ramp, under the overpass, take first road on the right (Adams Place)

From the West: Worcester, Fitchburg and Connecticut:

- Route 290 East to Route 495 North. From Route 495, take Exit 28 to Route 111, turn left off the ramp, take first road on the right (Adams Place)

From Connecticut:

- Route 84 North to Route 90 (Mass Pike) East to Route 495 North
- From Route 495, take Exit 28 to route 111, turn left off of ramp, take first road on the right (Adams Place)